



CASE STUDY

Multi-Channel Marketing Campaign Optimization At Scale

Mactores transformed the Hansa Cequity campaign management and optimization platform to enhance with modern data strategy and machine learning to provide 40% faster and 60% improvement in marketing campaign analytics.

Case Study Summary

- Hansa Cequity was challenged with an aging data warehousing platform inhibiting its ability to keep up with its customers growing needs.
- Hansa Cequity delivered 40% faster insights to multi-channel marketing campaigns resulting in a 400x increase in customer engagement with their brands and promotions.
- After Mactores modernized “Cequityace Insights” with Amazon Redshift and Redshift Spectrum, the TCO dropped by 60%, potentially saving over \$300k/year.

About The Customer



Hansa Cequity is a MarTech ISV (Independent Software Vendor) that develops products in marketing analytics. Primary industries for the customer are financial services and retail industries; building impactful experiences that effectively address their needs with integrated multichannel, multi-audience strategies is essential to achieve deeper connections amidst changing dynamics worldwide.

They use data to build informed strategies to achieve the best results and help companies build intelligent, intuitive, and real-time customer relationships. Hansa Cequity product “Cequityace Insights” leverages proprietary and best-in-class marketing automation and analytics platforms. Hansa Cequity securely streams data to create meaningful engagement opportunities in a multi-channel environment.



Customer Situation

Hansa Cequity was challenged with an aging data warehousing platform inhibiting its ability to keep up with its customers growing needs.

The business unit owners had decided they needed to provide every customer with a modernized marketing plan built around data, advanced techniques, and behavioral data science.

But as the Hansa Cequity teams became introduced to advanced analytics stacks, they realized they had to start by modernizing their data platform to provide the platform needed to meet the much-needed demands of their business stakeholders.



“We embarked on a journey to build hyper-personalized engagement for over 4 million consumers through the new advanced analytics and data platform.”

-Chief Data Science, AI & Insights Officer @Hansa Cequity

Our Approach

Mactores Marketing Analytics Platform expert evaluated the datasets and business process of Hansa Cequity’s “Cequityace Insights” marketing analytics platform.

Mactores Data Engineering group assessed the customer’s Postgres-based data warehouse and customer data ingestion process to build a migration plan with integration and cutover strategy.

These assessments lead to a comprehensive strategy for Hansa Cequity to modernize their data platform and adopt the Mactores Aedeon Data Lake framework to rapidly build and migrate their customers to the new platform with a data science environment and high security.

Business Outcomes

Hansa Cequity delivered **40% faster insights** to multi-channel marketing campaigns resulting in a **400x increase** in customer engagement with their brands and promotions.

Adapting to a modernized data platform enabled the “Cequityace Insights” team to build customer segmentation models using advanced machine learning techniques, which **improved targeting by 60%**.

Hansa Cequity initiated three new product lines in multi-channel marketing, integrating 3rd party data and clean room solutions to enhance their customer base and become a market leader.

Technical Outcomes

After Mactores modernized “Cequityace Insights” with Amazon Redshift and Redshift Spectrum, the **TCO dropped by 60%**, potentially **saving over \$300k/year**.

Hansa Cequity analytics teams can now analyze datasets **10x -12x faster** with Amazon Redshift and Amazon Redshift Spectrum performance improvements.

The Mactores Data Engineering Team used AWS DMS SCT to migrate the tables and schema structure to Amazon Redshift. They rebuilt the schema based on the best practices of Amazon Redshift to support maximum query performance. With Amazon Redshift Spectrum Hansa Cequity was enabled to analyze **60%** cold data for monthly and quarterly reports.



Getting Started

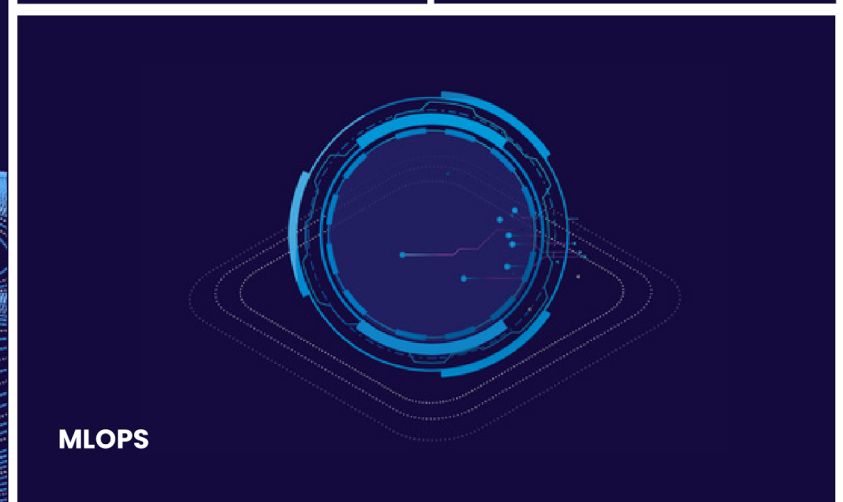
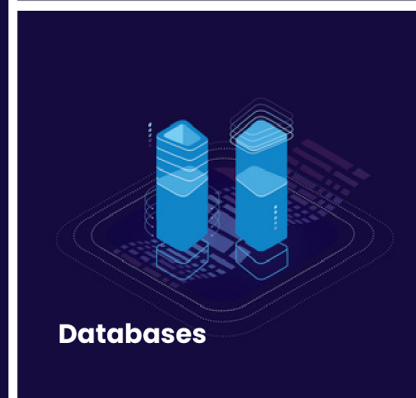
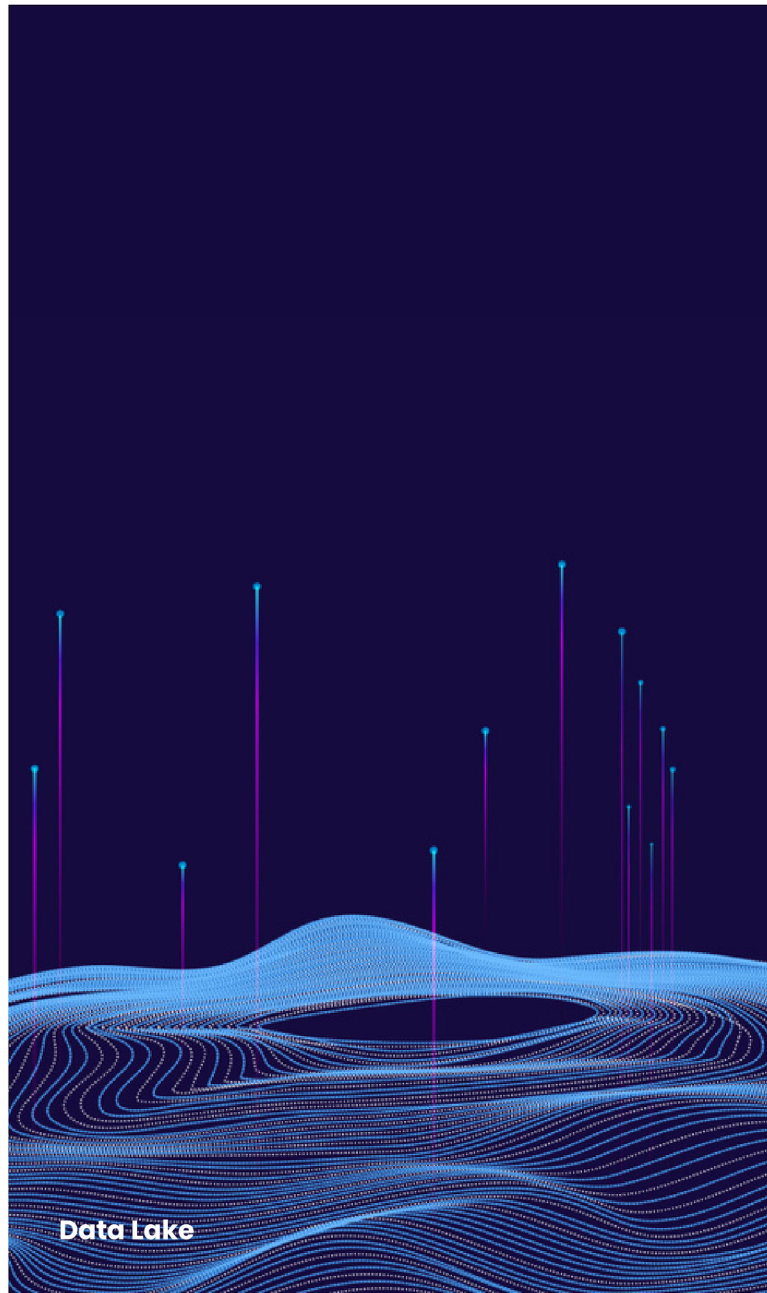
The Hansa Cequity team decided that a data platform assessment was the right first step to help them understand the full view of their challenges.

The assessment result clearly outlined the possible solutions, identifying low-hanging fruit and higher-effort solutions.

Before diving in, Mactores curated an Immersion Day specific to their primary challenges to provide deep insights into potential new technologies.

The Immersion Day workshop comprised two 4-hour workshops, with the second workshop providing hands-on experience. This quickly led to scoping out a POC, eventually leading to their Production deployments.

Our Solutions



Our Process

Digital transformation via assessments, migration or modernization

We work alongside your tech team to assess and strategize what you need and how to implement the right data solutions on time, on budget and with c-suite buy in.



Assess

- Discovery Automation
- Future State Assessment
- GAP Analysis
- End State
- Road Map
- TCO



Migrate

- Strategy
- Execution
- Migrate
- Migration Acceleration



Modernize

- StrategyFuture State
- Design
- Build
- Automate

AWS Validated Competencies



AWS Validated Service Deliveries



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